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# Consumer Purchases of Selected FRUITS AND JUICES

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U. S. DEPARTMENT OF AGRICULTURE  
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UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

CPFJ-46

July 1957

Agriculture - Washington

## PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.



CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES  
MAY 1957

The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

United States householders purchased a larger volume of frozen concentrated juices during May 1957 than in any previous month since this series of reports began in January 1949. This record volume is attributed solely to a sharp increase in household buying of frozen concentrated orange juice, as purchases of other frozen concentrated juices were down slightly from May 1956. Prices of frozen concentrated orange juice were down 15 percent from a year earlier.

Canned single-strength orangeade and frozen concentrated lemonade purchases were larger in May 1957 than in May 1956, but purchases of shelf-pack orangeade were down considerably. Purchases of chilled orange juice were up from April 1957.

Householders' purchases of canned single-strength juices in May 1957 were up from May 1956 due to increased buying of tomato and "other juices" not individually reported. Purchases of single-strength orange juice and grapefruit juice, however, were down.

Householders purchased moderately more fresh oranges in May 1957 from May a year earlier, but fewer grapefruit and lemons.

Frozen juices, refrigerated juices and ades: United States household consumers purchased 6.3 million gallons of frozen concentrated orange juice during May 1957, a 28 percent increase over May a year earlier. There was a 15 percent drop in prices paid for the product between the 2 periods. May 1957 purchases were the largest yet reported, exceeding the previous high in January 1955 by about 17 percent. Record purchases of frozen concentrated orange juice during May 1957 pushed the season-to-date total about 5 percent ahead of the corresponding 8-month period in October 1955-May 1956. However, cumulative purchases this season were at about the same level as the previous record high purchase volume reported for the October 1954-May 1955 period (fig. 4).

On the average, householders paid 14 cents per 6-ounce can of frozen concentrated orange juice during May 1957, down nearly 2 cents from the previous month, and 2.5 cents from May 1956 (table 1). The May 1957 price was the lowest reported since April 1954 when consumers paid an average of 13.8 cents per can.

Nearly 31 percent of the Nation's families bought frozen orange concentrate in May 1957 compared with 28 percent in April 1957 and 30 percent

in May a year earlier. Purchases per buying family increased from 44 ounces in May 1956 to 53 ounces in May 1957, 8 percent greater than the previous high.

Consumers purchased 70,000 gallons of frozen concentrated grapefruit juice in May 1957, with 1 percent of the Nation's families buying the product. Both the total quantity bought and the proportion of families buying have declined since October 1956 when reporting of this concentrate was renewed (table 1).

Consumers purchased about 600,000 gallons of frozen concentrated juices, other than orange, during May 1957, 12,000 gallons less than in May a year earlier.

United States householders purchased 1.9 million gallons of chilled orange juice in May 1957, 4 percent more than in April 1957 and 70 percent more than in October 1956, when reporting of this product was begun. Chilled orange juice was purchased in May 1957 by 3.5 percent of the Nation's families. Prices paid averaged about 35 cents per quart, down slightly from the preceding month (table 1).

Household consumers purchased more than 1 million gallons of frozen concentrated lemonade in May 1957, a 58 percent increase over May a year earlier (table 1). The gain in volume accompanied an increase in the proportion of families buying--8.5 percent compared with 6.9 percent--and an increase in the average quantity purchased per buying family--32 ounces compared with 24 ounces. Prices paid averaged about 12 cents per 6-ounce can, down nearly 2 cents from May 1956 (fig. 5).

Householders purchased 85,000 gallons of shelf-pack orangeade in May 1957, down 38 percent from May a year earlier. Prices paid averaged about 17 cents per 6-ounce can, up slightly from the May 1956 price.

Approximately 570,000 cases of No. 2 cans of canned single-strength orangeade were purchased by consumers in May 1957, an increase of 23 percent over the previous month, but about the same as reported in May 1956 (table 1). The proportion of families buying this product--4.2 percent--was up slightly from May a year earlier, but the average quantity purchased per buying family was down. Prices paid averaged about 27 cents per 46-ounce can, almost the same as in May 1956 (fig. 5).

Frozen single-strength lemon juice, frozen concentrated orangeade, and shelf-pack lemonade were purchased by too small a proportion of the Nation's families to permit analysis.

Canned Juices and Fruit: Household consumers purchased about 900,000 cases (equivalent No. 2's) of canned single-strength orange juice in May 1957, compared with 950,000 cases in April 1957 and 1 million cases in May 1956. About 8 percent of the Nation's families bought this juice in May 1957 compared with about 9 percent in both the preceding month and in May 1956 (table 2). The quantity purchased per buying family, 96 ounces, however, was



the largest since December 1955. Prices paid per 46-ounce can averaged about 33 cents, the lowest since January 1956 (fig. 6).

Consumers purchased about 970,000 cases (equivalent No. 2's) of canned single-strength grapefruit juice in May 1957, or nearly 20 percent less than in May 1956 (table 2). The proportion of families buying and the average quantity purchased per buying family declined. Prices paid averaged 27.4 cents per 46-ounce can, up 3 cents from May a year earlier (fig. 6).

About 63,000 cases (equivalent No. 2's) of canned single-strength lemon juice were purchased by United States Householders during May 1957, about 3 percent less than in May a year earlier but up 31 percent from April 1957. Prices paid averaged 10.7 cents per 5½-6-ounce can, down about 1 cent from May 1956, and the lowest since August 1952 (table 2).

Householders purchased 663,000 cases (equivalent No. 2's) of prune juice during May 1957, down about 5 percent from the preceding month, but up slightly from May a year earlier. The proportion of families buying was fractionally lower, while the average quantity purchased per buying family was up about 5 percent from May 1956. Since December 1950, prices paid for prune juice have remained relatively stable, ranging from 31.8 cents to 34.0 cents per 32-ounce unit during the period; the May 1957 price paid averaged 32.6 cents (table 2).

More than 1.9 million cases of tomato juice were purchased by household consumers in May 1957, up 31 percent from May a year earlier. The proportion of families buying increased from 16.5 percent to 18.1 percent and there was a 12 percent increase in the average quantity purchased per buying family. Prices paid averaged 26.3 cents per 46-ounce can, down 2.5 cents from May 1956, and the lowest paid since October 1955 (table 2).

Household consumers purchased 3.4 million cases (equivalent No. 2's) of other canned single-strength juices not individually reported in May 1957, compared with 2.9 million cases in May a year earlier.

United States consumers purchased 242,000 cases (equivalent 480 ounces per case) of canned grapefruit sections during May 1957, an increase of about 2 percent over the preceding month, but nearly 37 percent lower than in October 1956 when reporting of this product was initiated. About 5 percent of the Nation's families bought the product in both April and May 1957 (table 2).

Fresh Fruit: Consumers bought about 2.7 million boxes of fresh oranges during May 1957, down about 7 percent from the preceding month, but up 4 percent over May 1956 (table 3). Average prices paid were about 48 cents per dozen, down about 3 cents from May 1956. Cumulative purchases of oranges during the first 8 months of the current crop season--October 1956-May 1957--were about 8 percent below purchases in the corresponding period of 1955-56 (fig. 7).

About 1.5 million boxes of fresh grapefruit were purchased by consumers in May 1957, a decline of about 8 percent from the May 1956 volume. This decrease accompanied a decline of 3 percentage points in the proportion of families buying. Prices paid averaged 90 cents per dozen, down slightly from May a year earlier (table 3). Cumulative purchases during the first 8 months of the current crop season were 11 percent less than in the corresponding 1955-56 period (fig. 7).

During May 1957, consumers purchased almost 360,000 boxes of fresh lemons, about 14 percent less than in May a year earlier (table 3). This decline reflected a decrease in the proportion of families buying. The average number of lemons purchased per buying family was unchanged from May 1956. Prices paid averaged 43 cents per dozen, up 3 cents from May a year earlier (fig. 7).

Table 1.--Frozen juices, refrigerated juices, and ades: U. S. total consumer purchases and average price, May 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1957	1956	1957	1956	1957	1956	1957	1956		1957	1956
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange.....	30.8	29.5	6,296	4,917	2.2	2.2	24.2	20.2	6	14.0	16.5
Grapefruit.....	1.0	1/	70	1/	1.3	1/	13.3	1/	6	14.9	1/
Other concentrates.....	2/	2/	528	610	2/	2/	13.8	13.0	6	18.1	15.2
Total.....	32.9	31.7	6,894	5,527	2.4	2.4	22.6	19.0			
Refrigerated juice											
Chilled orange juice.....	3.5	1/	1,937	1/	3.6	1/	39.3	1/	3/	35.2	1/
Concentrated ades											
Frozen											
Lemonade.....	8.5	6.9	1,010	640	1.5	1.4	21.0	17.3	6	11.9	13.8
Shelf-pack											
Orangeade.....	1.0	1.3	85	138	1.4	1.9	16.4	15.0	6	17.1	16.9
Single-strength ade											
Canned orangeade.....	4.2	4.1	572	563	1.6	1.6	75.5	76.4	46	26.8	26.7

1/ Data not obtained for this period.

2/ Information not available.

3/ Per equivalent quart.



Table 2.--Canned fruit and single-strength juices: U. S. total consumer purchases and average price, May 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1957	1956	1957	1956	Purchases		Quantity per purchase			1957	1956
					1957	1956	1957	1956			
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned fruit											
Grapefruit sections.....	5.0	2/	242	2/	1.3	2/	35.3	2/	3/ 16	18.8	2/
Canned juices											
Orange.....	8.1	9.5	898	1,000	1.7	1.7	56.3	54.2	46	32.7	34.2
Grapefruit.....	8.1	10.1	969	1,204	1.6	1.6	63.5	67.8	46	27.4	24.4
Lemon.....	2.9	3.1	63	65	1.3	1.2	14.7	14.9	5½	10.7	11.8
Prune.....	7.4	7.8	663	657	1.9	1.9	40.5	38.6	32	32.6	32.3
Tomato.....	18.1	16.5	1,929	1,467	1.5	1.6	60.4	50.6	46	26.3	28.8
Total 4/.....	48.2	49.8	7,925	7,332	2.7	2.6	53.1	50.1			

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Data not obtained for this period.

3/ Net weight 1 lb. (No. 303 can).

4/ Includes other canned single-strength juices.

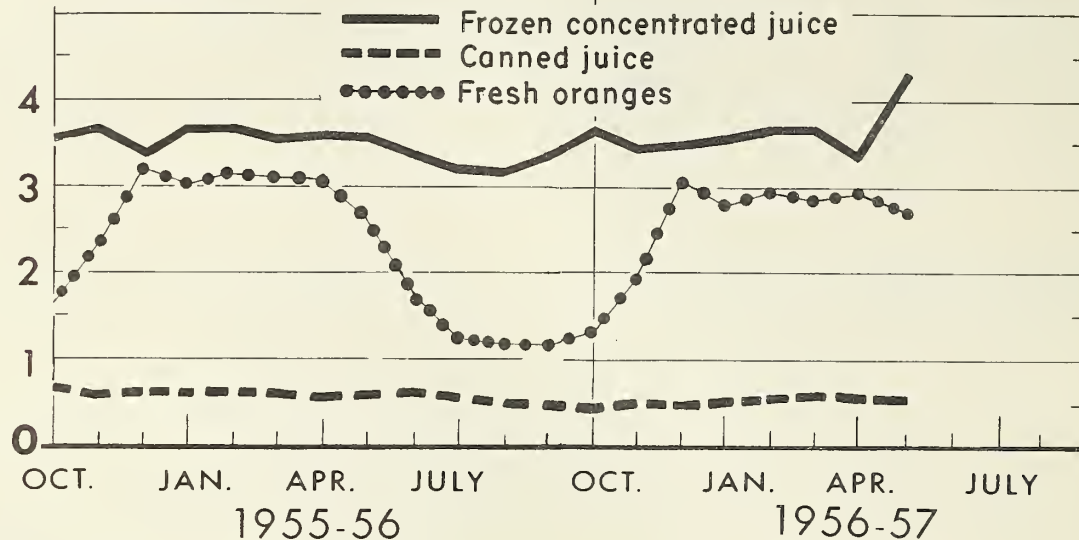
Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, May 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
	1957	1956	1957	1956	Purchases		Quantity per purchase		1957	1956
					1957	1956	1957	1956		
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona.....	22.8	22.8	1,221	1,190	1.9	1.9	10.9	10.5	56.2	56.9
Florida.....	14.7	15.1	1,085	1,065	2.0	2.0	14.3	12.7	39.9	44.5
Unidentified.....	7.9	7.7	363	339	1.5	1.5	11.7	11.1	44.6	50.1
Total 1/.....	39.8	39.6	2,719	2,617	2.2	2.2	12.0	11.3	48.5	51.5
Grapefruit										
California-Arizona.....	2.8	3.0	211	163	1.6	1.6	6.7	5.2	73.1	75.6
Florida.....	13.9	16.1	900	1,029	2.0	2.0	4.8	4.3	96.9	95.5
Unidentified.....	7.3	8.6	351	424	1.5	1.5	4.8	4.8	90.3	90.0
Total 1/.....	22.4	25.3	1,540	1,668	2.0	2.0	5.1	4.8	90.1	91.3
Lemons.....	21.9	25.9	359	416	1.6	1.6	7.1	7.1	43.3	40.2

1/ Includes small purchases of Texas fruit.

# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS

MIL. BOXES \*



\*FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3776-57 (7) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1955 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Total	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,301	1,643	3,620	3,597	459	688	5,380	5,928
November.....	1,961	2,350	3,440	3,621	494	594	5,895	6,565
December.....	3,045	3,270	3,496	3,395	480	647	7,021	7,312
October-December 1/.....	7,068	8,020	11,360	11,471	1,558	2,088	19,986	21,579
January.....	2,772	3,008	3,531	3,671	516	648	6,819	7,327
February.....	2,944	3,142	3,689	3,649	566	645	7,199	7,436
March.....	2,870	3,126	3,664	3,569	588	612	7,122	7,307
October-March 1/.....	16,405	18,166	23,157	23,406	3,353	4,155	42,915	45,727
April.....	2,938	3,055	3,372	3,603	571	578	6,881	7,236
May.....	2,719	2,617	4,281	3,565	541	602	7,541	6,784
June.....		1,726		3,390		610		5,726
October-June 1/.....		26,041		34,916		6,078		67,035
July.....		1,268		3,201		534		5,003
August.....		1,160		3,147		484		4,791
September.....		1,129		3,310		499		4,938
Season 1/.....		29,875		45,455		7,480		82,810

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

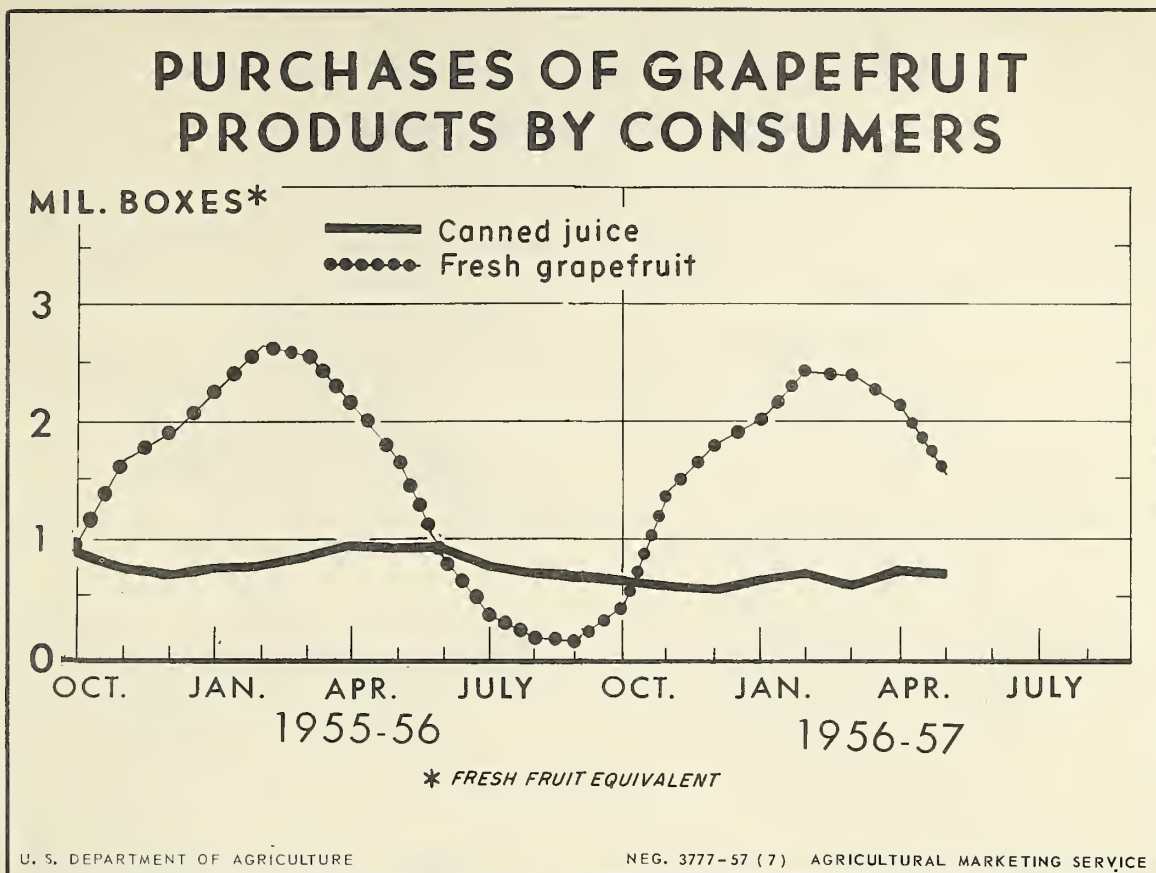


Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1955 to date

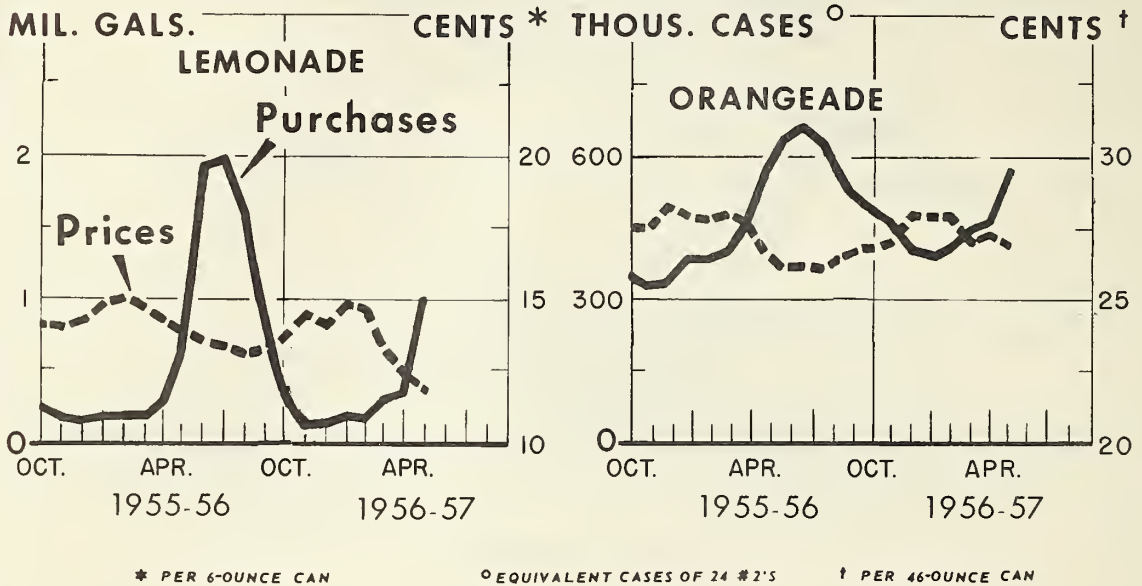
Period	Fresh grapefruit		Canned single-strength grapefruit juice		Total	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	444	984	674	813	1,118	1,797
November.....	1,359	1,695	620	674	1,979	2,369
December.....	1,839	1,932	592	732	2,431	2,664
October-December 1/.....	4,076	5,165	2,663	2,407	6,739	7,572
January.....	2,020	2,246	673	754	2,693	3,000
February.....	2,407	2,672	716	788	3,123	3,460
March.....	2,389	2,543	608	857	2,997	3,400
October-March 1/.....	11,492	13,370	4,839	5,006	16,331	18,376
April.....	2,131	2,165	735	940	2,866	3,105
May.....	1,540	1,668	729	926	2,269	2,594
June.....		860		940		1,800
October-June 1/.....		18,411		8,029		26,440
July.....		353		768		1,121
August.....		184		705		889
September.....		161		679		840
Season 1/.....		19,142		10,349		29,491

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3780-57 (7) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1955 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	248	228	53	39	74	49	75	53	376	320
November.....	232	207	44	35	31	37	32	39	308	281
December.....	223	216	50	36	35	31	36	34	309	286
October-December 3/.....	774	713	162	129	151	125	154	133	1,090	975
January.....	217	218	49	37	37	32	38	37	304	292
February.....	220	242	42	42	34	34	35	36	297	320
March.....	239	261	50	42	59	37	61	40	350	343
October-March 3/.....	1,508	1,492	315	262	291	236	298	255	2,121	2,009
April.....	285	288	51	46	77	58	80	59	416	393
May.....	359	416	70	71	71	135	216	138	645	625
June.....		573		124	213	410		425		1,122
October-June 3/.....		2,876		528		894		937		4,341
July.....		563		117		415		426		1,106
August.....		457		96		341		351		904
September.....		309		65		137		141		515
Season 3/.....		4,303		815		1,870		1,940		7,058

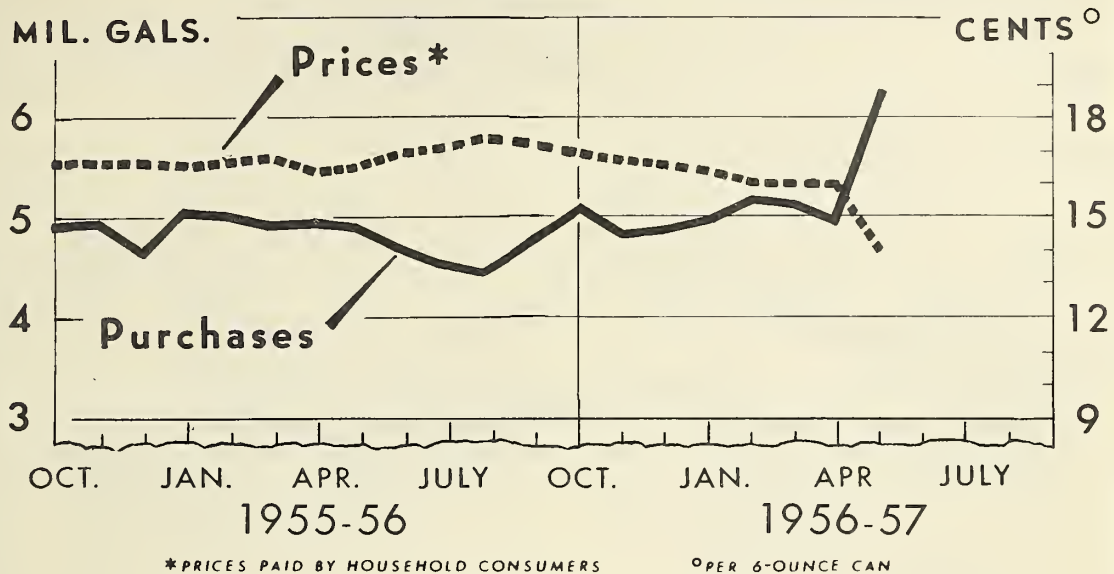
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3779-57 (7) AGRICULTURAL MARKETING SERVICE

Figure 4

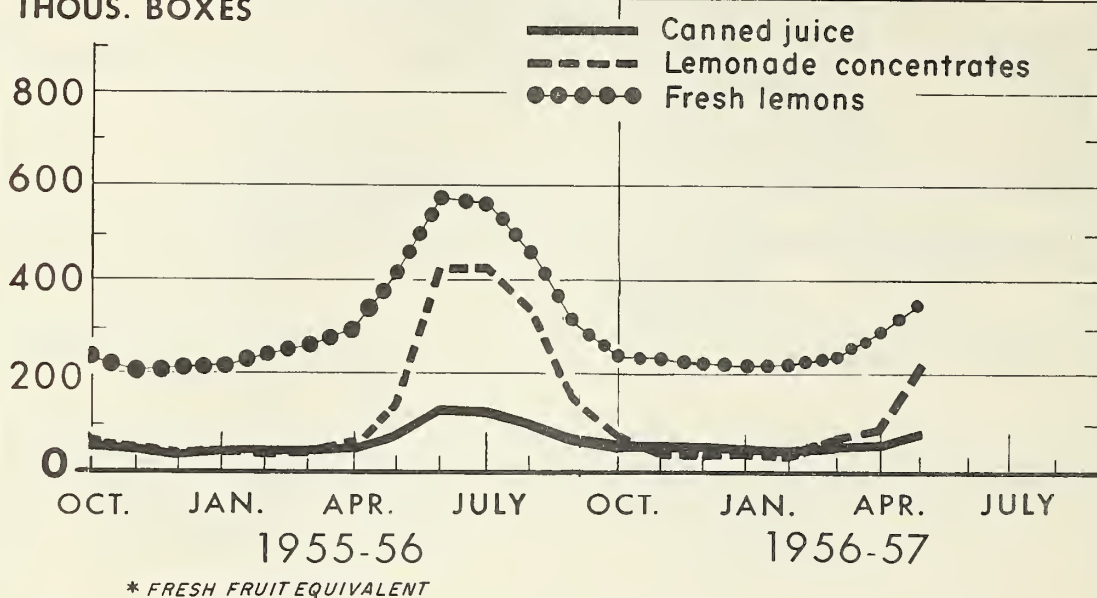
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1955 to date

Period	Purchases		Average price per 6 oz. can	
	1956-57	1955-56	1956-57	1955-56
	1,000 gallons	1,000 gallons	Cents	Cents
October.....	5,070	4,962	17.0	16.6
November.....	4,818	4,995	16.7	16.6
December.....	4,896	4,683	16.6	16.7
October-December 1/.....	15,911	15,822		
January.....	4,945	5,043	16.3	16.6
February.....	5,166	5,012	16.0	16.7
March.....	5,132	4,903	15.9	16.8
October-March 1/.....	32,433	32,216		
April.....	4,959	4,970	15.9	16.4
May.....	6,296	4,917	14.0	16.5
June.....		4,676		16.8
October-June 1/.....		48,092		
July.....		4,515		17.0
August.....		4,439		17.3
September.....		4,669		17.2
Season 1/.....		62,957		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF LEMON PRODUCTS BY CONSUMERS

THOUS. BOXES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3778-57 (7); AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1955 to date

Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price		Purchases		Average price	
			per 6 oz. can				per 46 oz. can	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	350	230	13.4	14.0	484	351	26.9	27.5
November.....	148	174	14.3	14.0	466	326	27.2	27.3
December.....	166	147	14.1	14.3	401	330	28.0	28.2
October-December 2/.....	718	593			1,428	1,071		
January.....	176	153	14.9	14.8	393	379	27.9	27.9
February.....	161	163	14.4	14.8	409	379	27.9	27.6
March.....	280	177	13.4	14.7	450	393	27.0	28.0
October-March 2/.....	1,382	1,121			2,781	2,348		
April.....	366	273	12.4	14.2	465	446	27.2	27.6
May.....	1,010	640	11.9	13.8	572	563	26.8	26.7
June.....		1,942		13.6		634		26.2
October-June 2/.....		4,239				4,106		
July.....		1,966		13.3		660		26.2
August.....		1,614		13.1		627		26.1
September.....		648		13.3		522		26.6
Season 2/.....		8,866				6,087		

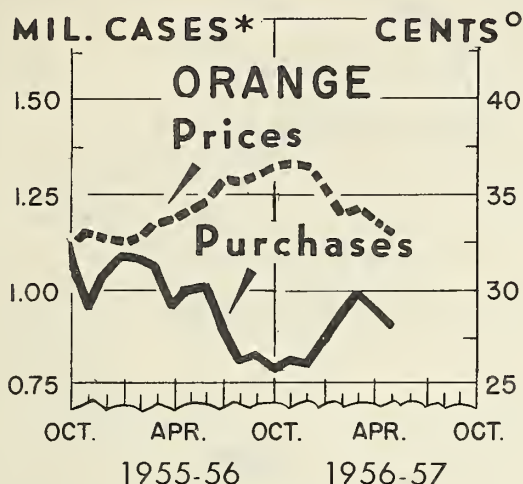
1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

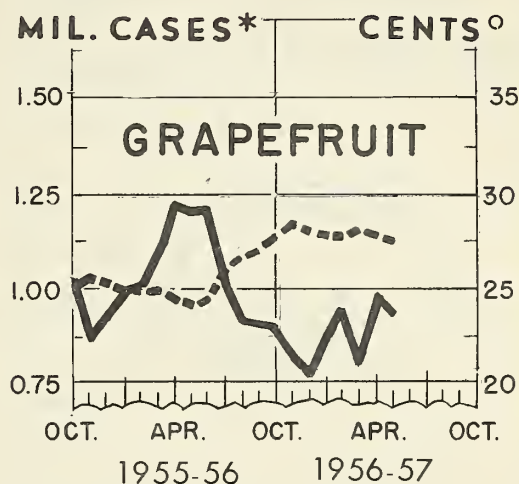


# CANNED CITRUS JUICES

## Consumer Purchases and Prices Paid



\* EQUIVALENT CASES OF 24 #2's



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3781-57 (7) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1955 to date

Period	Orange				Grapefruit			
	Purchases		Average price		Purchases		Average price	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	775	1,104	36.4	32.3	884	1,033	27.9	25.3
November.....	834	954	36.6	33.0	813	857	28.6	25.5
December.....	810	1,038	36.4	32.8	776	930	28.1	25.2
October-December 2/.....	2,631	3,351			2,663	3,059		
January.....	871	1,081	35.0	32.7	882	981	27.9	24.9
February.....	956	1,077	34.0	33.1	939	1,025	27.9	24.8
March.....	993	1,021	34.4	33.5	797	1,114	28.1	24.8
October-March 2/.....	5,663	6,801			5,515	6,439		
April.....	949	960	33.9	33.5	978	1,223	27.8	24.5
May.....	898	1,000	32.7	34.2	969	1,204	27.4	24.4
June.....		1,013		34.5		1,221		24.6
October-June 2/.....		9,996				10,370		
July.....		898		35.7		1,007		26.0
August.....		814		35.6		924		26.6
September.....		839		36.2		890		27.3
Season 2/.....		12,751				13,410		

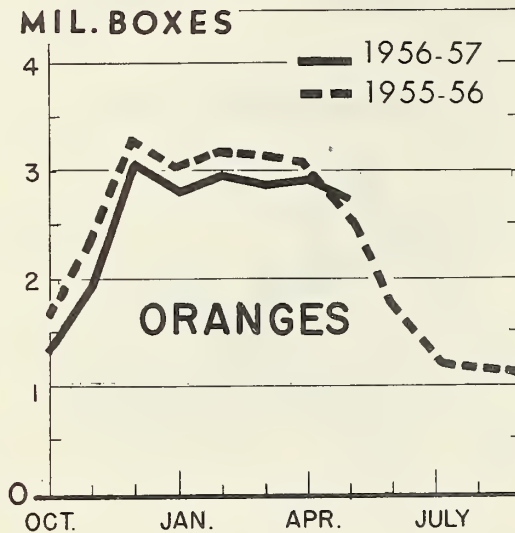
1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

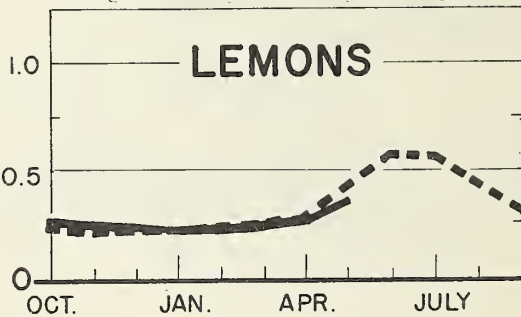
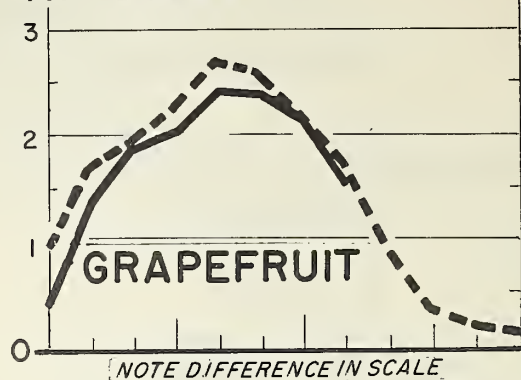
# FRESH CITRUS FRUIT

## Consumer Purchases

MIL. BOXES



MIL. BOXES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3782-57 (7) AGRICULTURAL MARKETING SERVICE

Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1955 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57 <sup>1</sup>	1955-56 <sup>1</sup>	1956-57 <sup>1</sup>	1955-56 <sup>1</sup>	1956-57 <sup>1</sup>	1955-56 <sup>1</sup>	1956-57 <sup>1</sup>	1955-56 <sup>1</sup>	1956-57 <sup>1</sup>	1955-56 <sup>1</sup>	1956-57 <sup>1</sup>	1955-56 <sup>1</sup>
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	1,301	1,643	45.2	42.1	444	984	118.7	90.7	248	228	46.2	43.9
November.....	1,961	2,350	40.0	37.9	1,359	1,695	90.0	80.1	232	207	47.5	45.5
December.....	3,045	3,270	39.8	39.4	1,839	1,932	82.6	77.8	223	216	47.4	46.8
October-December 1/.....	7,068	8,020			4,076	5,165			774	713		
January.....	2,772	3,008	41.8	41.4	2,020	2,246	80.3	77.9	217	218	50.1	48.1
February.....	2,944	3,142	42.4	43.7	2,407	2,672	76.1	73.4	220	242	49.1	46.3
March.....	2,870	3,126	44.8	44.9	2,389	2,543	78.7	76.0	239	261	46.2	44.6
October-March 1/.....	16,405	18,166			11,492	13,370			1,508	1,492		
April.....	2,938	3,055	46.4	45.8	2,131	2,165	82.2	81.1	285	288	43.2	42.5
May.....	2,719	2,617	48.5	51.5	1,540	1,668	90.1	91.3	359	416	43.3	40.2
June.....		1,726		53.0		860		100.5		573		44.0
October-June 1/.....		26,041				18,411				2,876		
July.....		1,268		45.8		353		105.6		563		44.6
August.....		1,160		43.0		184		108.8		457		43.9
September.....		1,129		44.7		161		120.5		309		45.8
Season 1/.....		29,875				19,142				4,303		

<sup>1/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

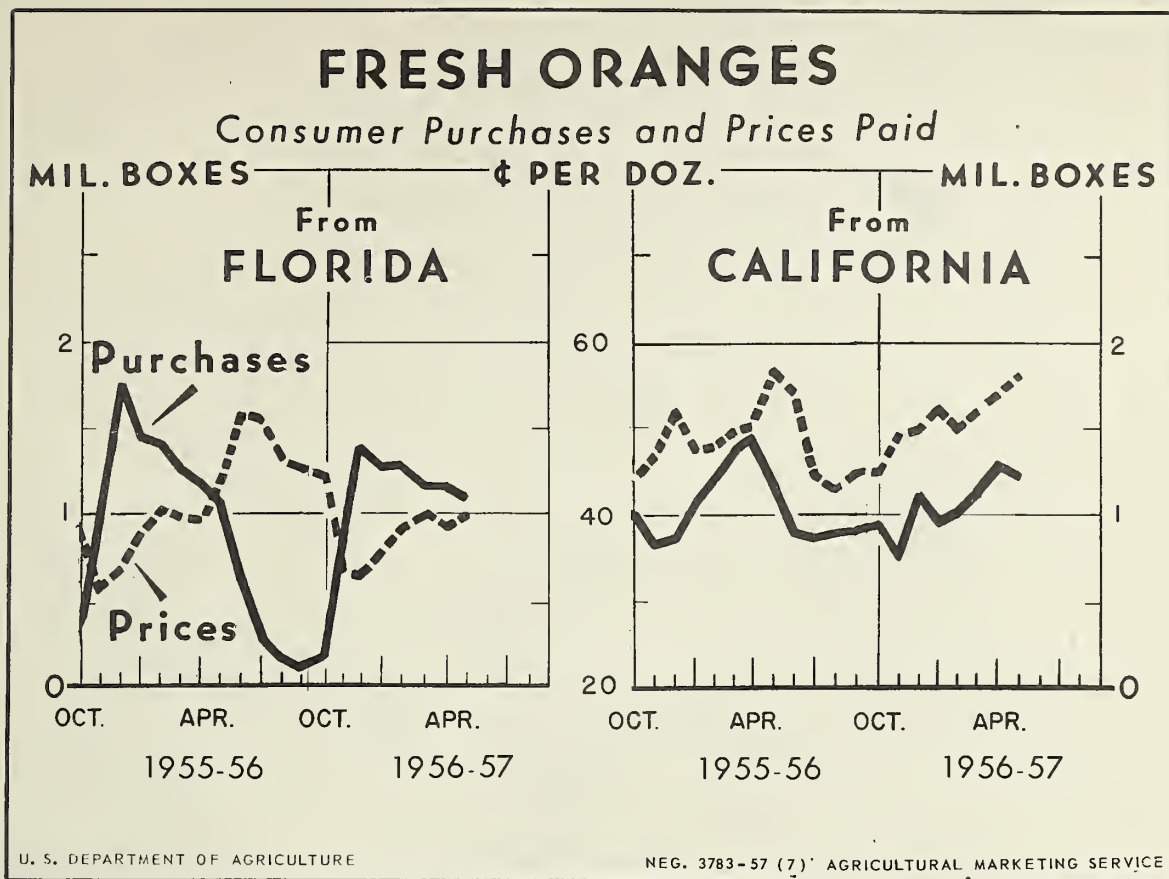


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1955 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	166	390	44.9	36.8	938	1,009	45.6	44.6
November.....	855	1,081	33.4	32.0	746	842	48.6	47.0
December.....	1,368	1,765	32.8	33.8	1,098	871	49.8	52.2
October-December 1/.....	2,750	3,618			3,024	2,953		
January.....	1,269	1,427	35.8	37.5	978	1,063	52.4	47.4
February.....	1,294	1,399	38.2	40.2	1,024	1,191	50.6	48.0
March.....	1,168	1,261	39.8	39.6	1,126	1,384	52.0	49.8
October-March 1/.....	6,769	8,070			6,455	6,944		
April.....	1,165	1,186	38.7	39.7	1,291	1,458	53.9	50.3
May.....	1,085	1,065	39.9	44.5	1,221	1,190	56.2	56.9
June.....		596		51.5		892		54.1
October-June 1/.....		11,137				10,679		
July.....		248		50.8		859		44.8
August.....		144		46.8		870		42.8
September.....		86		45.1		886		44.7
Season 1/.....		11,639				13,515		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



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